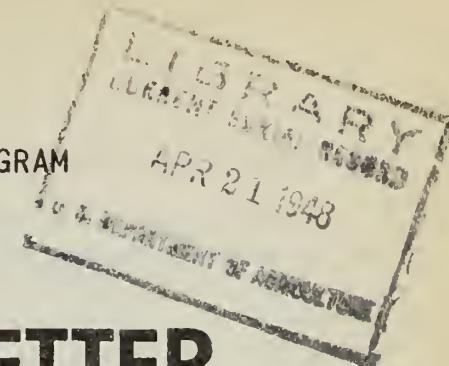


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VOLUNTARY FOOD CONSERVATION PROGRAM



NEWSLETTER

Cabinet Food Committee:

Clinton P. Anderson, Chairman
Secretary of Agriculture
George C. Marshall
Secretary of State
W. Averell Harriman
Secretary of Commerce

Executive Director
James A. Stillwell

No. 1 December 15, 1947

WASHINGTON ROUNDUP

The Cabinet Food Committee, consisting of Secretary of Agriculture Anderson (Chairman), Secretary of State Marshall, and Secretary of Commerce Harriman, has taken over the reins of the food conservation program. The new Voluntary Food Conservation Program will be directed by James A. Stillwell, assisted by Assistant Secretary of Agriculture Charles A. Brannan and George Bijur, Special Assistant to the Secretary of Commerce. The Citizens Food Advisory Committee, under the chairmanship of Mr. Charles A. Luckman, will continue to cooperate and advise with the Cabinet Food Committee. The State and local committees developed by the Citizens Food Committee will be asked to intensify their efforts to focus community attention on the objective of the new program. Specific details of the program are being worked out, and will be announced shortly.

Secretaries Anderson and Harriman set the ball rolling for the new organization in a press conference held in the East Wing of the White House. Before a packed gathering of press and radio newsmen, they and Mr. Stillwell stressed the need for intensification of the food saving program to combat inflation at home and hunger abroad. A statement issued by the Cabinet Food Committee made it clear that a major aim of the new program is to help roll back the spiralling wave of inflation by fighting high food prices. The statement reads in part: "If each family does its part in faithfully living up to voluntary food conservation, runaway prices can be avoided." And it adds that the need for grain overseas will be urgent at least until the next harvest. (Copies of the statement available on request).

FOOD PRICES RISE

The Department of Agriculture reports that the general advance in food prices is continuing. Retail food prices were up 5 percent from July to September. And meat prices are headed for another boost unless action, voluntary or otherwise, is taken to curb them. Agriculture predicts there will be 10 pounds less meat per person next year than was available this year. A decreased supply will mean higher prices unless housewives and consumers knock down the demand.

HOW FARMERS CAN SAVE GRAIN

The Department of Agriculture has published a booklet which lays out the methods of saving grain that farmers can employ. But the handbook isn't only for farmers. It gives, clearly and concisely, many whys and wherefores of food conservation. It tells why grain must be saved; what caused the food crisis; it contains the answers to questions that have arisen in regard to the food saving program. A handy book for individuals, committees and organizations cooperating in the program.

LOCAL FOOD COMMITTEE ACTIVITY

The Detroit Citizens Food Committee has posted 46 billboards with the slogan "Save Meat, Save Wheat, Save the Peace" at busy intersections in Detroit and seven suburban towns. It's estimated that in 30 days 700,750 people will have seen the boards.

The Chicago Committee has come up with a double-barrelled idea for combatting inflation. It is distributing leaflets containing daily menu suggestions that feature economical foods, plentiful in the Chicago area. These suggestions are divided into two categories--for those who engage in manual labor and those in "white collar" jobs. The reason for this division is to insure a sufficient number of calories, depending on the type of occupation.

This is the first issue of the weekly Newsletter. We will keep you informed on events in Washington and the program of local committees and organizations. We welcome your suggestions and invite you to send us news of your activities in the voluntary food conservation program.

FOURTH-GRADERS HELP PROGRAM

The White House has received a large poster depicting a garbage pail with hands stretched upward toward the pail. The poster carries the slogan: "Waste Makes Want." A card attached to the poster, addressed to President Truman, read: "Prize poster in PTA contest, Grandview, Mo., on Conservation of Food. We are behind you, Mr. President." The message was signed: 4th Graders of Grandview Public School. Here is an idea that could be adopted elsewhere to good purpose.

CAMP FIRE GIRLS PLEDGE AID

The Camp Fire Girl, official publication of Camp Fire Girls, contains an article on food conservation by Elizabeth Bussing, a member of the New York City Food and Nutrition Committee. Declaring that camp fire groups will cooperate fully to "save food and share it with the rest of the world", the author writes:

"Food is the largest single item of the family budget; its wise use is undoubtedly the greatest single contribution to family health and national welfare within the homemaker's jurisdiction. Therefore, the most practical approach to the problem of a world-wide food shortage is to build up skills and supply information which will prepare Camp Fire Girls to be economical and efficient homemakers throughout life."

COMMENTS FROM VETERANS AND MOTHERS OF VETERANS

In a letter to the Voluntary Food Conservation Program, Mrs. Eunice Bonner, National President of Mothers of World War II, writes:

"In our organization paper which enters over 20,000 homes, we are printing food saving recipes....We are asking our mothers to make a special effort to save food during the next several months as a THANK YOU for the safe return of their veteran sons."

Millard W. Rice, an official of the Disabled American Veterans, has called upon his colleagues to support the food conservation program. Writing in the organization's semi-monthly publication, he emphasizes that wheat is badly needed for millions of under-nourished children in Europe. Mr. Rice continues:

"Their welfare is unalterably intertwined with our own, so let's each of us help in this program to help out the less fortunate, and thus to help America and Americans. Most of us will also thereby personally improve our waistlines--our health--by helping to save wheat, and thus to preserve the peace."

PRESS AND RADIO

Many newspapers are now carrying front page "boxes" advising readers that the day is Meatless Tuesday or Eggless Thursday. Remind your local editor to remind your community of meatless and eggless days.

PEACE PLATES

The preparation of Peace Plate menus has been transferred from the Consumers Service Section of the Citizens Food Committee to the Bureau of Human Nutrition and Home Economics of the Department of Agriculture under the direction of Dr. Hazel K. Stiebling. Menu suggestions, featuring nutritious and economical foods of the grain-saving variety, have been completed to take care of the period up to January 16. These are being mailed to all daily newspapers and to all radio stations.

